

COMPARED WITH OTHER WORDS, STATEMENTS, DESIGNS, OR DEVICES IN THE LABELING AND IS NOT IN TERMS THAT RENDER IT LIKELY TO BE READ AND UNDERSTOOD BY THE ORDINARY INDIVIDUAL UNDER CUSTOMARY CONDITIONS OF PURCHASE AND USE;

(7) IT PURPORTS TO BE OR IS REPRESENTED AS A FOOD FOR WHICH A DEFINITION AND STANDARD OF IDENTITY OR COMPOSITION HAS BEEN PRESCRIBED BY RULE OR REGULATION ADOPTED UNDER §4-112, UNLESS (I) IT CONFORMS TO THE DEFINITION AND STANDARD, (II) ITS LABEL BEARS THE NAME OF THE FOOD SPECIFIED IN THE DEFINITION AND STANDARD, AND (III) ITS LABEL BEARS THE COMMON NAMES OF OPTIONAL INGREDIENTS, OTHER THAN SPICES, FLAVORING, AND COLORING, PRESENT IN THE FOOD AS REQUIRED BY RULE OR REGULATION;

(8) IT PURPORTS TO BE OR IS REPRESENTED AS A FOOD FOR WHICH A STANDARD OF FILL OF CONTAINER IS PRESCRIBED BY RULES AND REGULATIONS ADOPTED UNDER §4-112, AND IT FALLS BELOW THE STANDARD OF FILL OF CONTAINER APPLICABLE TO IT, UNLESS ITS LABEL BEARS A STATEMENT THAT IT FALLS BELOW THE STANDARD, IN THE MANNER AND FORM AS THE RULES AND REGULATIONS SPECIFY;

(9) IT IS NOT SUBJECT TO THE PROVISIONS OF PARAGRAPH (7) OF THIS SUBSECTION, UNLESS ITS LABEL BEARS (I) THE COMMON OR USUAL NAME OF THE FOOD, IF ANY, AND (II) IN CASE IT IS FABRICATED FROM TWO OR MORE INGREDIENTS, THE COMMON OR USUAL NAME OF EACH INGREDIENT. HOWEVER, THE SECRETARY MAY AUTHORIZE SPICES, FLAVORINGS, AND COLORINGS TO BE DESIGNATED AS SPICES, FLAVORINGS, AND COLORINGS, WITHOUT REQUIRING THE NAMING OF EACH. IN ADDITION, THE SECRETARY MAY ESTABLISH EXEMPTIONS BY RULES AND REGULATIONS UNDER THIS SUBTITLE TO THE EXTENT THAT COMPLIANCE WITH THE REQUIREMENTS OF CLAUSE (II) OF THIS PARAGRAPH (9) IS NOT FEASIBLE OR RESULTS IN DECEPTION OR UNFAIR COMPETITION;

(10) IT PURPORTS TO BE OR IS REPRESENTED FOR SPECIAL DIETARY USES, UNLESS ITS LABEL BEARS INFORMATION CONCERNING ITS VITAMIN, MINERAL, AND OTHER DIETARY PROPERTIES AS THE RULE OR REGULATION PRESCRIBES AS NECESSARY TO INFORM FULLY PURCHASERS AS TO ITS VALUE FOR SPECIAL DIETARY USES;

(11) IT BEARS OR CONTAINS ANY ARTIFICIAL FLAVORING, ARTIFICIAL COLORING, OR CHEMICAL PRESERVATIVE, UNLESS IT BEARS LABELING STATING THAT FACT. HOWEVER, THE SECRETARY MAY ESTABLISH EXEMPTIONS